

MKTG 319: Sales Management

Demystify professional selling and improve persuasion and selling effectiveness. Presents sales principals and skills required by today's professional salespeople with an emphasis on the business to business selling environment. Enhance communication skills, critical thinking, building relationships with customers, and ethical decision making.

Credits: 3

Prerequisites/Permissions:

MKTG 301 (c), B-School Major/Minor

Program:

Marketing

COURSE DESCRIPTIONS